

ADVERTISING ADVISORY COMMITTEE MEETING

Tuesday, May 9, 2023 • 3:00 PM • Daytona Beach Area Convention & Visitors Bureau
140 South Atlantic Avenue, Ormond Beach, FL 32176 Floor: Five

AGENDA

1. **Call to Order** Kay Galloway
2. **Roll Call** Kay Galloway
3. **Public Participation**
4. **»* Consent Agenda** Kay Galloway
 - a) Approval of March 14, 2023, Meeting Minutes
 - b) Approval of April 11, 2023, Workshop Minutes
 - c) April 2023 End of Month Social/eNewsletter/Blog Report
 - d) April 2023 Group Sales Activity Report
 - e) March 2023 Simpleview SEO Report
 - f) Media Report March – April 2023
5. **Executive Report – Lori Campbell Baker** Kay Galloway
6. **Tourism Events** Kay Galloway
 - a) »* P1 Aqua X – Michelle Petro
 - b) Summer Concert Series Update – Dino Paspalakis
7. **The Zimmerman Agency** Kay Galloway
 - a) Consumer Marketing & Campaign Recap – Spencer Gibboney & Amy Shackelford
 - b) »* Q4 Media
8. **Mid-Florida Marketing & Research** Kay Galloway
 - a) October – December 2022 Visitor Profile – Evelyn Fine
9. **Department Updates** Kay Galloway
 - a) Group Sales – Linda McMahon
 - b) Communications/PR – Andrew Booth
 - c) Marketing & Design – Kay Galloway
10. **New Business** Kay Galloway
11. **Adjourn** Kay Galloway

UPCOMING MEETING DATES:

June 6, 2023, at 3:00 PM – Budget Workshop

July 11, 2023, at 3:00 PM – Meeting

Locations: Daytona Beach Area CVB, 140 South Atlantic Avenue, FL 5, Ormond Beach, FL 32176

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.